

Table 2. Overall wichealth.org Performance by State, October 2015 – September 2016

State	Lessons Completed	Unique Users	% Spanish	% Mobile	% UWLTV	Average Link Views Among UWLTV	Average Link View Time Among UWLTV	EBSU N	% Stage Progression Among EBSU	Average Stages Progressed Among EBSU
Alabama	45,003	28,682	1.0%	54.2%	47.8%	1.9	7.4	16,003	64.8%	0.8
Alaska	2,874	1,908	0.9%	39.6%	44.9%	2.1	1.3	922	71.9%	0.9
California	291,731	179,246	7.5%	57.1%	45.5%	2.2	2.5	95,491	74.2%	0.9
Colorado	7,453	4,315	7.1%	44.2%	47.8%	2.0	2.0	2,242	90.0%	1.1
Illinois	44,559	27,531	4.9%	46.3%	47.8%	2.2	2.9	15,039	76.6%	0.9
Indiana	5,211	3,463	1.4%	53.9%	44.7%	2.0	1.8	1,850	70.8%	0.9
Iowa	11,888	6,897	1.5%	54.0%	43.6%	1.9	2.1	4,197	70.0%	0.9
Kansas	6,783	4,127	3.1%	27.7%	53.5%	2.3	5.0	2,485	74.0%	0.9
Kentucky	2,181	1,068	1.3%	40.3%	36.1%	1.9	1.4	679	84.5%	1.1
Louisiana	14,988	8,945	1.3%	53.4%	40.4%	2.0	2.3	5,690	66.8%	0.9
Maine	384	235	0.0%	52.4%	43.5%	1.9	1.1	127	83.5%	1.0
Michigan	153,097	101,422	0.6%	57.3%	48.6%	2.0	2.2	50,550	73.6%	0.9
Minnesota	42	16	4.8%	63.0%	52.4%	2.7	1.3	16	68.8%	0.8
Missouri	10,738	7,054	0.7%	51.6%	42.8%	2.0	4.2	3,733	79.4%	1.0
Montana	755	486	0.0%	27.7%	50.2%	1.9	3.0	266	89.8%	1.0
Nevada	13,650	7,699	8.1%	41.4%	47.1%	2.2	2.7	4,274	85.8%	1.0
Nevada (Inter-Tribal Council of Nevada)	490	299	2.9%	50.2%	53.5%	2.2	0.9	153	85.6%	1.1
North Carolina	4,916	3,083	3.1%	40.7%	48.6%	2.1	1.7	1,630	80.3%	1.0
North Dakota	886	647	0.1%	33.7%	47.2%	2.1	1.3	314	85.0%	1.0
Ohio	1,031	411	0.3%	29.5%	79.0%	4.5	2.1	376	88.6%	1.1
Oklahoma	53,530	32,567	3.5%	51.6%	46.3%	2.0	2.0	18,268	70.7%	0.9
Oregon	2,536	1,909	4.7%	42.1%	56.7%	2.2	1.4	899	79.6%	0.9
South Dakota	921	571	0.5%	31.2%	49.9%	2.1	1.6	336	76.2%	0.9
Utah	7,296	5,166	2.5%	40.5%	54.1%	2.5	2.4	2,780	79.4%	0.9
Ute Mountain	52	26	0.0%	26.7%	59.6%	2.6	1.8	18	83.3%	1.1
Vermont	7,853	5,400	0.0%	41.0%	45.3%	2.0	2.3	2,759	77.1%	0.9
Wisconsin	6,511	3,962	2.8%	49.4%	49.2%	2.1	2.6	2,383	75.4%	0.9
Grand Total	697,359	437,135	4.4%	54.0%	46.7%	2.1	2.7	233,480	73.7%	0.9

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State Partner	Lessons Completed	% Lessons Completed	Unique Users	% Unique Users	% Spanish	%UWLTV	Average Link Views among UWLTV	Average Link View Time amount UWLTV	%BMC	EBSU N	% Stage Progression among EBSU	Average Stages Progressed among EBSU
California	298,466	37.2%	141,898	34.7%	10.2%	82.8%	2.4	3.0	74.5%	113,472	62.6%	0.7
Michigan	146,176	18.2%	75,205	18.4%	0.7%	79.2%	2.4	2.7	78.1%	71,536	43.1%	0.5
Oklahoma	61,985	7.7%	30,007	7.3%	4.5%	76.9%	2.2	2.3	74.7%	26,147	54.3%	0.7
Illinois	49,598	6.2%	24,799	6.1%	6.9%	81.4%	2.3	2.6	75.2%	20,286	59.8%	0.7
Alabama	44,090	5.5%	23,000	5.6%	1.0%	78.9%	2.0	2.0	78.7%	17,943	56.2%	0.7
South Carolina	27,164	3.4%	16,152	4.0%	1.5%	90.2%	2.0	2.1	76.2%	11,464	45.0%	0.6
Louisiana	24,830	3.1%	12,435	3.0%	1.3%	79.0%	2.2	2.0	78.4%	11,959	47.2%	0.6
Tennessee	21,294	2.7%	14,870	3.6%	3.1%	85.5%	1.9	1.7	75.5%	8,608	57.4%	0.7
Iowa	20,820	2.6%	10,591	2.6%	1.6%	77.7%	2.1	2.1	76.1%	8,489	61.1%	0.8
Oregon	19,048	2.4%	12,569	3.1%	5.1%	84.0%	2.1	3.0	77.4%	7,296	80.4%	0.9
Nevada	18,435	2.3%	7,956	1.9%	7.3%	80.1%	2.3	2.7	75.3%	6,792	68.6%	0.8
Colorado	16,394	2.0%	8,534	2.1%	5.3%	86.3%	2.2	2.5	76.7%	6,589	68.4%	0.8
Vermont	10,940	1.4%	5,887	1.4%	0.1%	85.8%	2.1	2.6	78.5%	4,567	66.7%	0.8
Missouri	8,919	1.1%	4,948	1.2%	0.7%	80.2%	2.0	2.1	75.6%	3,709	65.8%	0.8
Wisconsin	7,512	0.9%	4,325	1.1%	3.4%	78.9%	2.2	2.2	74.1%	3,439	63.8%	0.8
Utah	6,680	0.8%	4,012	1.0%	2.4%	85.5%	2.4	3.5	81.3%	2,874	70.5%	0.8
Indiana	4,987	0.6%	2,784	0.7%	1.1%	79.4%	2.2	2.6	77.9%	1,921	65.0%	0.8
Kansas	4,796	0.6%	2,602	0.6%	1.7%	83.7%	2.4	2.7	79.7%	2,210	57.6%	0.7
North Carolina	4,340	0.5%	2,327	0.6%	3.9%	79.6%	2.2	2.4	74.8%	1,624	69.5%	0.8
Alaska	2,784	0.3%	1,605	0.4%	1.7%	82.1%	2.4	3.2	75.8%	1,092	59.3%	0.7
Kentucky	2,191	0.3%	1,133	0.3%	2.6%	78.4%	1.9	1.6	82.2%	767	86.3%	1.0
North Dakota	834	0.1%	536	0.1%	0.5%	80.0%	2.1	2.5	81.8%	384	71.6%	0.9
South Dakota	619	0.1%	394	0.1%	0.3%	88.4%	2.1	2.4	78.8%	245	74.3%	0.9
Maine	236	0.0%	147	0.0%	0.0%	80.9%	1.9	2.0	72.0%	87	75.9%	1.0
Nevada (ITCN)	126	0.0%	80	0.0%	5.6%	86.5%	2.2	2.6	84.1%	47	80.9%	1.0
Minnesota	35	0.0%	9	0.0%	2.9%	100.0%	5.0	2.9	60.0%	18	55.6%	0.6
Nebraska	19	0.0%	15	0.0%	0.0%	84.2%	2.1	3.1	42.1%	9	55.6%	1.0
Florida	2	0.0%	2	0.0%	0.0%	50.0%	3.0	1.8	100.0%	0	NA	NA
Ute Mountain	1	0.0%	1	0.0%	0.0%	100.0%	1.0	0.1	100.0%	1	100.0%	1.0
Grand Total	803,321	100%	408,823	100%	5.5%	81.4%	2.3	2.6	76.0%	333,575	56.8%	0.7

Table 2. Overall wichealth.org Performance by State, October 2017 – September 2018

State Partner	Lessons Attempted	Lessons Completed	Lesson Completion Rate	% of Total Lessons Completed	Unique Users	% Unique Users	% Spanish	% UWL	Average Link Views among UWL	Average Link View Time among UWL	Non Stage Based Lessons Completed	AGBSU N	EBSU N	%BMC	% Stage Progression among EBSU	Average Stages Progressed among EBSU
California	422,518	311,833	73.8%	30.4%	148,641	30.5%	11.1%	91.4%	2.2	2.8	37,531	21,245	88,944	83.3%	79.1%	1.2
Michigan	215,205	167,459	77.8%	16.3%	76,107	15.6%	0.6%	83.9%	2.1	2.3	68,872	5,663	35,059	77.0%	78.2%	1.2
South Carolina	110,092	82,438	74.9%	8.0%	35,275	7.2%	1.3%	81.1%	2.2	2.3	25,246	4,550	19,063	77.1%	73.2%	1.2
Oklahoma	76,407	59,317	77.6%	5.8%	27,479	5.6%	4.5%	85.9%	2.1	2.2	18,577	2,076	14,126	77.3%	76.1%	1.2
Illinois	80,194	58,648	73.1%	5.7%	27,180	5.6%	9.5%	86.7%	2.1	2.4	16,348	2,091	15,199	76.1%	78.1%	1.2
Florida	70,086	50,496	72.0%	4.9%	22,986	4.7%	14.4%	80.7%	2.1	2.2	11,719	137	13,693	77.3%	81.3%	1.2
Tennessee	61,728	45,964	74.5%	4.5%	24,313	5.0%	2.0%	82.8%	1.9	1.6	14,928	1,666	10,565	72.9%	76.8%	1.2
Alabama	54,481	40,286	73.9%	3.9%	20,193	4.1%	0.6%	92.0%	2.0	1.9	5,446	3,322	11,917	80.3%	72.0%	1.2
Louisiana	46,690	33,550	71.9%	3.3%	15,819	3.2%	0.8%	90.6%	2.1	1.8	7,801	2,688	9,476	79.7%	72.6%	1.2
Oregon	38,799	29,025	74.8%	2.8%	17,052	3.5%	4.2%	90.4%	2.0	2.8	7,957	530	8,423	79.0%	86.0%	1.1
Iowa	34,698	25,606	73.8%	2.5%	12,792	2.6%	1.4%	80.9%	2.0	2.1	7,854	1,145	6,427	76.0%	79.2%	1.2
Nevada	33,451	25,018	74.8%	2.4%	11,126	2.3%	8.0%	90.8%	2.1	2.6	1,816	837	8,204	80.4%	77.2%	1.2
Colorado	31,234	23,559	75.4%	2.3%	10,182	2.1%	3.0%	91.7%	2.0	2.2	7,778	358	5,573	77.1%	83.6%	1.2
Wisconsin	20,071	15,034	74.9%	1.5%	7,575	1.6%	2.8%	82.9%	1.9	1.9	5,406	133	3,766	74.6%	84.8%	1.2
Vermont	14,613	11,392	78.0%	1.1%	5,474	1.1%	0.1%	84.7%	2.0	2.2	4,165	404	2,536	72.1%	84.3%	1.2
North Carolina	12,032	9,086	75.5%	0.9%	4,929	1.0%	2.7%	91.3%	2.0	2.0	707	300	2,935	78.8%	79.1%	1.2
Missouri	10,918	8,740	80.1%	0.9%	4,765	1.0%	0.3%	89.6%	2.0	2.2	1,183	268	2,823	75.1%	82.1%	1.2
Kansas	9,125	6,745	73.9%	0.7%	3,447	0.7%	3.9%	84.9%	2.1	2.1	1,528	326	1,894	77.8%	80.6%	1.2
Alaska	8,660	6,556	75.7%	0.6%	4,019	0.8%	1.7%	91.1%	2.2	2.7	1,053	395	1,809	81.3%	79.2%	1.2
Utah	8,230	6,495	78.9%	0.6%	3,666	0.8%	2.2%	86.3%	2.2	3.3	1,437	224	1,917	81.2%	81.0%	1.1
Indiana	5,280	3,846	72.8%	0.4%	2,075	0.4%	2.4%	88.6%	2.1	2.6	757	189	1,090	32.6%	78.7%	1.2
Kentucky	2,365	1,836	77.6%	0.2%	1,027	0.2%	0.9%	90.8%	1.9	1.9	73	0	704	84.1%	85.9%	1.2
Ohio	1,621	1,098	67.7%	0.1%	476	0.1%	0.2%	48.5%	2.0	3.0	600	68	181	62.3%	82.3%	1.2
South Dakota	1,254	980	78.1%	0.1%	554	0.1%	1.5%	88.0%	2.2	2.7	85	23	347	78.8%	82.4%	1.2
North Dakota	1,145	889	77.6%	0.1%	533	0.1%	1.0%	84.6%	2.0	1.9	280	3	251	77.7%	92.0%	1.2
Minnesota	399	272	68.2%	0.0%	138	0.0%	4.0%	87.1%	1.9	2.3	81	2	55	74.6%	80.0%	1.1
Nebraska	191	125	65.4%	0.0%	48	0.0%	3.2%	86.4%	2.6	3.8	38	3	28	79.2%	89.3%	1.0
Nevada (ITCN)	139	91	65.5%	0.0%	58	0.0%	4.4%	94.5%	1.7	1.7	4	0	23	87.9%	87.0%	1.2
Grand Total	1,371,626	1,026,384	74.8%		487,929		5.8%	87.2%	2.1	2.4	249,270	48,646	267,028	78.9%	78.3%	1.2